



## **VP Product Pitch Points Document**

*The following pitch points are intended to be delivered verbally, while speaking with prospective candidates. They will have reviewed the dossier, and these points will be illustrative about some of the unwritten messaging about Roblox in the marketplace.*

- Founded in 2006, ROBLOX is Series B, and has raised \$7M, backed by First Round Capital and Altos Ventures.
- Cash flow positive in 2015
- Unlike the music, video, and blogging industries, there has been little effort to provide consumers with the tools to design and publish their own games online.
- ROBLOX allows users to leverage their own creativity to develop and play games, create adventures, role play, and learn with their friends in an immersive, 3D virtual universe.
- ROBLOX is rebranding – from a gaming site for kids to an imagination platform.
  - Offer an experience-based social platform for people
  - User-generated content is hosted and published on ROBLOX's platform, which has developed into an index of games, a social network of connected gamers and a way to participate in many different types of experiences
- Unprecedented growth:
  - Revenue: 23 28 40 53 79(est 2016)
  - 9.5m MAU in February '16, up from 4.5m MAU in summer '15
  - YouTube views in the last 3 months have skyrocketed due to coverage by Diamond Mindcart from Minecraft
  - Roblox is growing on a similar trajectory to VR
  - 90 million hours of engagement/month, which is more time than is spent on Pinterest, Reddit, or Wikipedia
  - 35% year over year revenue growth
- With massive growth, ROBLOX hasn't experienced any scalability issues. They have their own data center in Chicago & their own ROBLOX cloud.
- Quality of games on ROBLOX comes from its 300,000 developers across the globe. ROBLOX supports its developers to maintain high quality games, thus has paid out \$3.64M to its developers



- o Top developers are making ¼ million dollars/year
- Product goals/opportunities:
  - o VR big push in '16
  - o Focus on facilitating social interaction on ROBLOX platform
  - o Expanding age demographic. Working to be similar to Facebook in the way that you don't associate an age group to Facebook
  - o Revamp avatars
  - o Monetization - eliminate friction and clean up all of the payment funnels
- ROBLOX moving towards virtual reality - will announce they support Oculus in April '16
- The opportunity:
  - o New hire will be jumping on board during huge growth. ROBLOX approaching revenue & operating numbers that put them in the ball park for IPO/acq. (not actively pursuing this though).
  - o 2-5 year window towards an exit (likely acquisition)
  - o Big VR opportunity. ROBLOX to be the first and largest social VR platform in the world
  - o Opportunity to work on a wide level consumer platform system
  - o New hire will get to own product execution, user facing product management, and the product team.
    - Will have the opp to develop the product team into most respected team in the organization
    - Will drive play testing, lean UX designs, mock ups, experiments, and lead user research
    - Will design and develop UI/UX
    - Will have the opportunity to personally own one initiative